

Wanamaker's

Store Opens at 9

Wanamaker's

Store Closes at 5

Wanamaker's

Organ plays at 9, 11 and 4:50
Chimes at Noon

Tomorrow's Good News From the Wanamaker Store

Soldiers Who Have Returned Home From the Battlefield Say that cowards in time of battle were almost always in the greatest danger.

Now that our cities and towns have become battlefields of readjustments of finance, manufacturing and distribution of fabrics and wares through jobbers and retailers, we need courageous men bravely to face the situation of reducing the high cost of living.

The merchants have made a good beginning in lowering prices. So far, so good. Now let the Government at Washington give distinct relief to the public by taking off merchandise and merchandisers the heavy taxation that Washington still collects, now two years after the war ended.

Heroic, uncowardly action is the call of the hour from the business world, willing to make every effort to do its part in the readjustment of prices, depending on readjustments of costs.

[Signed]

John Wanamaker

June 16, 1921.

Women's Cool Suits of Linen and Pongee Are Ready

One wonders how so much good material and work can be put into them for \$20! The linen is the ramie weave, which tailors admirably, it is in fine shades of navy, flax blue, russet and a bluish rose, besides white, there are half a dozen models, all very simple, the coats boasting pockets and detachable belts; and all the coats have the short, perfectly fitted shoulders.

The suits of imported pongee are \$27.50. These are in four severely simple models, pocketed, belted and beautifully tailored, particularly in respect to shoulders.

As a rule, the alterations on these suits are confined to the length of the skirts.

(First Floor, Central)

With the Summer Costume She Carries a Mesh Bag

One of the very pretty gold-plated mesh bags in green gold finish is the favorite and most women like the newer long effect with tiny tasseled end.

Either in long shape or with square frames, they will be found here from \$24 to \$37. Mesh purses in the same shapes from \$7.50 to \$28.50. (Jewelry Store, Chestnut and Thirteenth)

SOME exquisitely hand-embroidered bands of white net may be seen tomorrow in the Lace Store. They are of Chinese origin, two to five inches wide, and very desirable indeed for collars, vests and use on lingerie gowns. Prices are \$2.50 to \$7.25 a yard.

(Main Floor, Central)

Two Charming New French Handbags

Both are of fine silk, beautifully embellished with steel beads and both have inner frames, purse and mirror and are daintily silk lined.

One is a small pouch shape in gray, navy, black and henna with ivory knob. The price is \$20.

The other is a larger, somewhat flat, oval bag in henna and navy and with a large carved knob, \$35.

(Main Floor, Chestnut)

Bloomers of Radium Silk

Very simple bloomers of fine quality; in white, navy and black—the two latter colors being very much in request now that the bathing season is approaching. Price \$5.50.

(Third Floor, Central)

Young Women's Finest Silk Dresses Drop in Price

These are our very finest dark-colored silk dresses for girls and young women—distinctive one-of-a-kind models that were yesterday close to the three-figure mark—some very considerably over that.

The materials are the finest quality of Canton crepe, charmeuse, crepe de chine, satin, taffeta, and crepe and duvetyne combined—made in delightfully individual fashions that set them quite apart from ordinary dresses.

Some are elaborately hand beaded, some embroidered and some quite simple.

There are plenty of very dark blues, some browns and blacks and other colors.

The sizes include 14 to 20.

And prices are now \$49, \$55, \$65, \$75, \$85 and \$95—which means a saving of from \$10 to \$50.

(Second Floor, Chestnut)

When in Doubt Choose a Wool Jersey Coat

Women have learned by experience that these coats are almost without an equal when it comes to standing hard wear. And they are most useful when traveling, for they don't easily rumple. Also, they don't mind a shower.

There is at this time a number of very good styles in short Jersey sports coats to wear with plaid skirts, and also the almost full-length ones. They come in all the most desirable colors and are priced from \$10 to \$37.50.

(First Floor, Central)

"Frivolous Blouses" Some Women Call Them

Frivolous they may be, but they do achieve their main aim in life, and that is to be pretty.

They are lingerie blouses of fine batiste or voile with trimmings of wide Valenciennes lace, real filet collars, collars of embroidery and in one case both the collar and double frill down the front are trimmed with hand-made Irish lace.

These are the blouses that so many women are buying now to wear with coat suits, with their silk sweaters or simply to be used with white tub skirts. They are not nearly so expensive as you would think, from \$5 to \$9.85 being the prices.

(Third Floor, Central)

A Parisienne Corset Special

A limited number of these famous corsets may be had at \$10—a price which is more than a third less than usual. They are made of white broche, with low bust and long hips, and are heavily boned, being designed for average and full figures. Sizes are 24 to 32.

Also some broken sizes of Letitia corsets—the Parisienne under-studies—are here at \$5.50 for topless and low-bust models, and \$3.75 for a topless of pink broche.

(Third Floor, Chestnut)

The Best-Liked Silk Stockings

for street wear or other occasions are the silk stockings with open-work clocks.

We have just received a new shipment of these in black, white, navy and browns at \$5 a pair.

Also plenty of the open-work ankle silk stockings in black, white and colors at \$6 a pair.

(First Floor, Market)

Summertime Is Playtime

For tiny tots of one to two years old, creepers are best. In pretty pink or blue gingham and chambray, 75c to \$2. Rompers are 95c to \$1.25, and for the older children of two to six years there are one-piece play suits and overalls from \$1 to \$1.50.

(Third Floor, Chestnut)



The Women's London Shop

is showing separate sports skirts made of white flannel, flannel gauzy striped with color, plaid worsted, cross-bar worsteds and tweed with over-plaids. Prices of these skirts are \$23.50 to \$35.

Other separate skirts of the sports type are of white linen at \$10; natural linen at \$10.50 and white novelty cotton at \$11.50. Skirts of heavy Canton crepe in vivid colors are finely pleated and marked \$27.50.

Brilliantly colored cashmere coats to wear with such skirts are \$35.

(The Gallery, Chestnut)

Just Such Handkerchiefs as a Girl Would Choose

One-corner hand-embroidered handkerchiefs, the exquisite colored linen ones or those with net or lace edgings are all a good choice. They are here from 50c to \$2 each.

Perhaps the greatest favorites are the new dainty handkerchiefs with drawn threads and a bit of hand embroidery. These are \$1 and \$1.75 each.

(Main Floor, Central)

Cretonnes Curtains Cushions

CRETONNES—striped, flowered, Oriental, bird, all-over, small, large, black-ground or white-ground patterns, in gay or soft and subdued colorings, in an exceptional variety that must surely satisfy every taste. Some very special values are 28c, 48c, 60c and 75c a yard.

CURTAINS in the sheer fabrics—voiles, scrims, marquisettes, nets, dotted muslins and swisses—for Summer windows; and portieres of silk, cotton, or silk-and-cotton fabrics in all desired colors.

CUSHIONS of silk, cretonne, of crash, dainty enough for the house or serviceable enough for the porch. Many of them specially priced.

The Upholstery Store is full of suggestions for all Summer-home furnishings.

(Fifth Floor, Market)

Comfortable Couch Hammocks Made Easy to Buy

This group of specially priced couch hammocks recently received are all upholstered in the best quality cotton and embody certain good, exclusive features.

There are two types and the better grade has adjustable, upholstered backs.

Prices are \$16 and \$20. We call special attention to the \$20 hammock.

(Seventh Floor, Market)

GAUZE lanterns from China are painted with crests and dragons and are ready to do their decorative duty on Summer porches. They will hold either candles or electric lights and sell at \$1.75 to \$6.50.

(Fourth Floor, Chestnut)

A Little Sale of Imitation Ivory Toilet Articles

The manufacturer calls them "seconds" because, if you look hard enough, you may find some tiny imperfection. For this reason they are marked on an average of one-quarter what they would otherwise cost.

Many women make a point of buying sets of imitation ivory for their Summer homes or to take away with them when they go:

- Mirrors \$1 to \$3.75
- Hair brushes 75c and \$1
- Combs 20c and 25c
- Hair receivers 50c and \$1
- Puff boxes 50c and \$1
- Bonnet brushes 50c
- Salve boxes 20c
- Soap boxes 10c

(West Aisle)

Don't Miss These in the Housewares Store

A COMPLETE VIOLET RAY OUTFIT—the Baby Violeta—that can be used by any one at home, for \$12.50.

THE MERMAID ELECTRIC DISH-WASHING MACHINE, at the special price of \$75—a reduction of just one-half.

THE DOMESTIC SCIENCE FIRELESS COOKER—endorsed by all who have investigated it as one of the best cookers made—now being demonstrated and sold at the special introductory price of \$35.

THE KING ELECTRIC VACUUM CLEANER, a thoroughly practical, easily-handled cleaner at the special June price of \$35—\$10 less than its usual price.

THE STEAM-PRESSURE COOKER, endorsed by Government and domestic science experts as offering the best, cheapest and quickest method of cooking or canning. Now being demonstrated and sold at \$25 to \$49.

THE ELECTRIC COOKERETTE, an entirely new portable electric range for which no special wiring is required. It uses little more current than an electric iron. The oven is completely insulated, to act as a fireless cooker. Now being demonstrated by its inventor, and priced \$66 and \$78.

A disposal of RED CEDAR CHESTS at worth-while reductions.

Remarkable values in WARDROBE TRUNKS, in every size from steamer at \$32 up to large professional at \$70.

(Fourth Floor, Central and Market)

Every Color Is Good in Swisses This Year

Only by almost daily new arrivals can we have all the various colors that women are asking for. These imported dotted Swisses are certainly making the most successful dresses seen this Summer.

The dots may be large or small, just as you choose, and you may have the Swiss self colored at \$1 a yard, white with colored dots at \$1.50 a yard, or colored grounds with white or colored dots at \$1.75 and \$2 a yard.

(First Floor, Chestnut)



Surprising how few people think to give the bride

A Piano for a Wedding Gift

She has played from childhood, and has loved music all her life.

But when she leaves her old home she has to leave the piano, too, for mother and the other girls. And so she leaves music behind her! Unless some one is thoughtful enough to see to it that this beautiful gift is placed in her new home. There are many brides of the last few years whose homes are still without music because of this oversight on the gift-giver's part.

Almost every bride, if given her choice, would select a Baby Grand Piano. And almost every bride would prefer one of these nationally famous instruments:

The Chickering

The Schomacker

The Celebrated Knabe

Wherever the language of music is spoken these three names stand for all that is most satisfying in piano making.

These celebrated instruments, known and loved by generations of musicians, will be found only in the Wanamaker Piano Salons. In the small baby grand size they are superb wedding gifts.

With them will be found four other well-known makes of baby grand pianos.

The entire seven are sold only by this Store and offer a choice not paralleled elsewhere.

(Egyptian Hall, Second Floor)

Oriental Rugs of True Caste \$35 to \$67

Mosuls, Shirvans and Daghestans, of substantial weave in a choice of good colors and in popular sizes.

The Mosuls in deep, rich red, ecrû and blue are 3.6x6 feet to 3.6x7 feet and priced at \$35 to \$57.

The Shirvans and Daghestans are wonderful pieces at their prices—\$45 to \$67—which is practically as low as they were five or six years ago. These are in size 4x5 feet to 4x6 feet, and the colors and designs have a clearness and bold distinctiveness that always mean a good furnishing effect.

These two lots should be of particular interest to anybody needing a good small-sized Oriental rug for gift-giving or for one's very own use.

(Seventh Floor, Central)

BUREAU scarfs and buffet scarfs, with cotton centers and lace trimming are 38c each tomorrow. Sizes are chiefly 17 x 50 inches.

(West Aisle)

Cream-Covered Caramels

The Wanamaker caramels are famous. They are creamy and rich and deliciously flavored and, when they are dipped in their cream coating, there is nothing to compare them to.

In all the favorite flavors, 80c a pound.

(Down Stairs Store, Chestnut)

A Men's Clothing Store With the Goods That Stand the Test

Our Men's Clothing Store is in business to sell the clothing that carries the largest measure of real value, good service, good looks and general satisfaction. It is living up to its purpose.

Its claim to a man's patronage is based on one thing only—the quality of the suits it has to offer and their value at the prices marked on them. On these grounds we are ready to meet any fair test.

We are ready with Summer suits of fine woollens, fashioned and tailored to the highest degree of excellence. These are in a large variety of "fancy mixed" fabrics, \$35 to \$65.

Suits of cool tropical worsted, wonderfully light in weight and tailored with great care, \$32 to \$40.

Serge suits, liked by so many men because they combine coolness with the appearance of being handsomely dressed—\$30 to \$60.

Mohair suits in striped effects are \$25 to \$30.

Palm Beach suits, the genuine kind, \$20 and \$22.50.

Also knitted sports coats, \$20; white duck trousers, \$3.50. Khaki trousers, \$2.

(Third Floor, Market)

Men's Straw Hats of Fancy Italian Braid

This braid is extremely light in weight and has such an open weave that hats made of it are uncommonly cool and comfortable.

These hats are in natural Tuscan colorings and are trimmed with brown ribbons.

Price \$5.

(Main Floor, Market)

Men's White Sports Shirts

These shirts are fine for tennis, golf or any other outdoor sport. At \$2 is one of chevrot with soft collar attached.

At \$2.50, is a mercerized cotton shirt with soft collar attached or with neckband for separate collar.

At \$2.75 a better grade of chevrot with or without soft collar, and some with collars that button down.

At \$3.50 a basket weave chevrot.

At \$4 a fine madras shirt.

Both of these latter with neckbands for separate collars.

(Main Floor, Market)

Life-Guard Bathing Suits for \$4.75

That means the popular combination of white Jersey, blue flannel pants and white belt, which men and boys prefer to all other types of bathing suits.

Sweaters to go with them, \$5 to \$12.

(Main Floor, Market)

One of the Best-Liked Men's Oxfords in Philadelphia

is the Scotch grain shoe that we have sold in such large numbers at \$12 a pair.

This shoe is made on a brogue last with a good, full toe, perforated tip, heavy sole, stitched aloft, wide shank and flat heel.

It is in a light shade of tan, so much favored this Summer, and young men of fashion are enthusiastic over its fine style and its fair price.

(Main Floor, Market)

A Merry Clink in Summer Glassware

By Summer glassware we mean specifically light-cut glassware, of which we are showing a most attractive assortment, comprising sets and pieces of all desired kinds at 25 per cent less than regular prices. Hundreds of pieces of fine cut glass and many dinner sets are also marked at exceptionally low figures:

- Water sets, \$2 to \$12.
- Ice tea sets, \$4 to \$10.
- Grape juice sets, \$1 to \$10.
- Sherbet sets, \$6.50 to \$13.50.
- Berry sets, \$6.
- Cracker and cheese dishes, \$2.25 to \$4.50.
- Mayonnaise dishes, 85c to \$1.75.
- Comports, 75c to \$4.50.
- Footed fruit bowls, \$1 to \$7.50.
- Baskets, 35c to \$5.
- Vases, 75c to \$7.50.
- Handled sandwich trays, \$1.90 to \$4.50.
- Candy jars, \$1 to \$4.50.
- Marmalade jars, 60c to \$2.

(Fourth Floor, Chestnut)

Black, White and Tan Shoes for Children

Most youngsters need all three.

The leather and buckskin in Wanamaker children's shoes are selected for their durability. And the straight lasts and roomy toes are as strong as young feet ought to wear. We specialize very carefully in the proper fitting of children's shoes.

Black patent leather dress slippers with ankle strap from baby size 2 at \$2.50 up to children's size 2 at \$4.50. A better quality black

patent leather ankle-strap slipper in the same sizes, is \$3 to \$6.

White buckskin slippers with one strap, light welted soles, from size 2 1/2 at \$5.50 up to size 2 at \$6.75.

White buckskin high shoes, laced or buttoned, with plain soft toes and light soles for very little children and heavier soles and straight tips for older children, in sizes 5 to 2, are \$4.75, \$8 and \$10, according to size.

(First Floor, Market)

White canvas pumps for growing girls, straight last, with medium toes, low white heel, welted sole, chamois heel linings to prevent slipping or rubbing, in sizes 2 1/2 to 7, at \$6.

Stout oxfords of tan Russia calfskin, built for wear and comfort, with wide roomy toe, at \$4.25 to \$6, according to size.

Sandals, ventilated shoes, and all varieties of small footwear.

Upholstered Furniture of the Good Low Priced Kind—

seems to be always in active demand. It is probably the most-wished-for kind of furniture.

People naturally wish for it in order to make their own living rooms more comfortable, impressive and well-furnished looking. Other people who have friends getting married know very well that to a couple setting out to make a new home nothing is more welcome than an upholstered easy chair or rocker.

The thing is to get a really good one at a really advantageous price. We have a group of upholstered furniture, nearly all of it over-stuffed in tapestry, a small proportion in velour and cane, every piece good looking and dependable and marked at a specially low price.

Pieces may be bought individually or in suits.

Three-piece suit in velour and cane, with spring seat cushions, \$108.

Two-piece suit over-stuffed in tapestry, consisting of day-naport and arm chair, \$169.

Three-piece suit over-stuffed in tapestry, \$175.

Other three-piece suits of the same general description at various prices, \$181, \$225, \$217, \$217, \$298 and \$330.

Three-piece suits in velour and cane, very good looking and of excellent quality, are here at \$556, \$585, \$630, \$785.

(Fifth Floor, Chestnut)